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2141

General Trade Edition

DIG & DUNG

WITH 1950 PRICES

Sales and Service Bulletin



BLUE LABEL DAHLIAS



Sure to Grow. Free from Disease. True to Name

WAYLAND DAHLIA GARDENS

E. R. & H. M. RYNO, Props.

Wayland, Mich., U. S. A.



Sec. 435½, P.L.&R.

U.S. POSTAGE

PAID

Wayland, Mich.

Permit No. 5

Attention Buyer or Advertising Manager

General Trade Edition

DIG & DUNG

There is no soil, however barren and unproductive, that cannot, by well digging and dunging, be made fertile and prolific.—Adapted from Cervantes' *DON QUIXOTE*, Part II, Chapter XII.

Sales and Service Bulletin

VOL. 17

WAYLAND, MICHIGAN, U.S.A., SEASON OF 1950

NO. 1

ALMOST AS BAD AS A FIRE

Because of the short growing season (extreme drought up to within 20 days before frost) in 1947 most of our crop was immature at time of harvest and as a result upwards of 600,000 clumps were almost a total loss. This was the first crop failure we had had in 21 years and was the first time in our history that we were unable to complete the orders we had accepted.

Notwithstanding the fact that we notified our customers regarding this condition as soon as we were done digging, some of them seemed to

feel that we should complete their orders even if we did have to cut out some other customer. Such stock as we could save was used in filling orders but beyond that all customers were treated alike. Most of our larger customers were able to realize that we had experienced a calamity almost as serious as a fire, that we had suffered an actual financial loss of more than \$100,000, and that at best it would take two or three years to rebuild our planting stock so we could take care of our trade as we had previously done.

We issued no catalog last year because we had only 20 acres of dahlias and very little stock to sell. This year we have upwards of 50 acres under cultivation and while our list is complete and strictly up to date supplies of many varieties are still somewhat limited. Nearly all of our former customers appreciate this attitude on their part. We shall try our best to take care of our trade this year and hope by another season that our stock will be up to its normal proportions so we can supply almost any variety in any quantity.

WHY DAHLIAS "STEAL" THE FLOWER SHOW

At almost every fall flower show you can hear it stated that the dahlia always "hogs the show". This statement is an absolute fact and we believe that it offers a tip which should not be overlooked in preparing your catalog. To make this point clear let us suppose that A, B and C are three neighbors who are very much interested in their flower gardens. They all grow asters, snaps, zinnias, etc., and each of them has a patch of dahlias which is his particular pride.

A is a traveling man who is home only over week ends. B is a local merchant who has his evenings and week ends in which to care for his garden and C is a retired business man who has the larger part of his time to devote to his hobby.

When it comes blooming time all of these men have really beautiful flowers; but you will notice that A's asters and snaps and zinnias have just about the same size and color as those of B and C, but when you look at their dahlias you find a different story. B has been able to give a little more attention to his plants

than A, and C has given his plants better care than either A or B. He has been able to give them a little more intensive cultivation, water and fertilizer just when they were needed, pruning and disbudding at just the right time and the great responsiveness of the dahlia is apparent in the results obtained. A's Boutilliers are 10 inches in diameter, B's Boutilliers are 12 inches in diameter and C has Boutilliers 15 inches in diameter, much better form and color and in every way superior to those of either of his neighbors.

It is this very responsiveness of the dahlia to extra care that makes the dahlia booth the point of interest in the show, for the dahlias do differ, and O, how much they differ. At the Battle Creek show we once saw a bloom of Hunt's Velvet Wonder that was over 20 inches in diameter and even the most experienced growers who were in attendance at the show commented on the immense size of the bloom and asked how the grower produced it.

Now it occurs to us that if the

unusually large bloom is the main point of interest in the flower show why shouldn't the dahlia be able to "steal the show" in your catalog if the same rule were followed. Instead of using 2½ inch cuts use a 5 or 6 inch cut even if you have to cut down on the number of varieties illustrated. One 6 inch cut will sell more roots of 4 varieties than 4 2½ inch cuts, one of each variety.

Naturally we want your dahlia pages to be the outstanding feature of your catalog and we really believe that it is possible to attain to this point when we consider the fact that where our records show an average of 40 roots per 1,000 pages we also show one season when the Inter-State Nurseries made the record with 117 roots per 1,000 pages. Of course, the free use of color had a lot to do with this but still the record stands and surely some of our customers should be able to break this record especially with conditions as they now exist.

A bargain collection of large flowering mixed will help a lot toward raising your average.

DIG & DUNG

PUBLISHED BY

WAYLAND DAHLIA GARDENS

E. R. & H. M. Ryno, Props.

Wayland, Michigan

SEASON OF 1950

We Bought Zant's 1948 Crop

Our good friend and neighbor, Mr. John J. Zant, of Zant's Wildwood Gardens had a slight stroke of apoplexy last year, making it necessary for him to give up the dahlia business with which he had been identified for so many years. Mr. Zant has long been nationally known as a grower of the largest and finest dahlias in the world and at the time of his attack he had many fine seedlings which he had been growing on for several years but had not yet offered to the public. We bought Mr. Zant's entire planting and have decided to offer his new productions through our Honor Roll Counter Trade Assortments before we list them in our general open stock list. This will give them a wide distribution among the better class of amateur dahlia growers, which we consider the best preparation for a mail order catalog listing when we can offer them in bulk.

Among the leading varieties which we found in Mr. Zant's plantings were the following:

ZANT'S RED MONARCH—a seedling of Boutillier, and in Mr. Zant's opinion a taller and better grower than Boutillier with fully as large flowers.

ZANT'S WHITE GIANT—a seedling of Zant's White (which is offered in our regular list) and a very, very fine extremely large informal decorative.

ZANT'S PINK GIANT — a seedling of Everybody's Favorite, fully as large as its parent variety and a beautiful clear pink color.

ZANT'S BRONZE GIANT — a seedling of Jane Cowl, growth very similar to Cowl but of a pinkish bronze color.

ZANT'S PURPLE BEAUTY — a seedling of Purple Mist, very large rich purple color and the best true purple we have seen.

ZANT'S RED BEAUTY—a seedling of Mrs. Thomas Edison, a very beautiful rich red with lighter reverse and very large flowers.

ZANT'S PINK BEAUTY—another seedling of Jane Cowl, a very large fluffy pink, in our opinion the best of the Cowl seedlings.

We should have about 1,200 to 1,500 roots of each of these varieties which will give us enough for about 100 cases of each of our two Honor Roll Counter Trade Assortments. If

you want to get these varieties started in your community be sure to get your order in for a case of each of this series while the stock is still available. Remember at \$12 per case our H R series costs you only \$1 per collection of 5 varieties, each root individually boxed so it can be sold separately for \$1. or in a collection of 5 for \$3.75 and the cost to you is only 20c per root which is less than most of the standard varieties are selling at.

For further information see page 7.

Keep America Free

In ancient times Egypt was followed by Persia, Persia by Greece, Greece by Rome and Rome by "chaos, confusion and night." In modern times Spain was followed by Britain, Britain by America and what is to follow? Will we be able to extend our idea of free enterprise over the whole world, or will we succumb to communistic totalitarianism and its labyrinth of illusion and doubt where every man trembles even when he smiles?

Care & Handling of Dahlia Roots

This is a question about which nearly all dahlia growers seem to have little to say; yet it is just as important as any element that enters into the production of good dahlia roots. After roots are harvested in the fall they are placed in storage where they remain for weeks or perhaps months. If the storage conditions are right the roots are apparently in just as good condition at time of shipment as they were at harvest time. The roots are plump and firm, eyes are dormant, necks are sound and there is no sign of deterioration in any way.

During the period of storage the roots have been kept cool, damp, dark and away from moving air currents. Considering these facts, it almost seems that the roots could be stored indefinitely without loss, yet in actual experience the deterioration that takes place after the roots leave this storage leads us to believe that in some way the conditions prevailing during storage have been radically changed during the period between shipment and actual planting. In some cases the roots remain in tight warm shipping packages for weeks either through slow freight transit or after being received, causing them to mold and rot. In other cases the roots are stored in too warm a room or where light or moving air can reach them resulting in drying out and shriveling. In other cases the roots are exposed to cold air resulting in chilling, and often planting is done in wet soggy ground resulting in rot of both root and sprout. These conditions are absolutely beyond our control yet we feel that it is to our

interest to have the root reach the ground in the best possible condition.

In the first place nearly every locality has its normal planting time. If the dealer's supply of roots are ordered shipped very much before the normal planting time it is to his interest to have storage facilities which will duplicate, so far as possible, those under which the roots have been held since harvest time. I know there are always a few customers who will buy their garden bulbs several weeks before time to plant but these few people nearly always take their stuff home, let it kick around in the warm rooms for two or three weeks, then the first warm day that comes they put it into the ground. Usually the results are unsatisfactory and both the dealer and grower are blamed. It seems that it would be much better for the dealer to impress these facts upon the customer before he buys than to have to make excuses and replacements later.

Then in other cases we know of dealers who ordered their supply of boxed dahlias early and placed the entire shipment in their windows where we have seen the light so bright that the labels were actually faded out before the goods were all sold. Under such conditions there is bound to be a deterioration of the stock just as there would be if you placed rose bushes on the open counter exposed to air and light and heat for days or weeks before they passed into the customer's hands.

Our best advice to all customers, especially those who sell dahlias over the counter, is to display only a small part of the stock, keeping the rest of it under proper storage conditions; and to put your heaviest selling effort back of the item right at planting time. We have hundreds of retail stores handling our dahlias and invariably the best results are obtained, and the greatest profits made, by those who push the sale of their dahlias during one or two weeks at the right planting time instead of catering to a few customers who always buy way ahead or way behind in the season. The stock is ordered or is brought in from storage just before wanted, is in perfect condition when it reaches the counter and also when it reaches the customer. This means that it is ready to start action just the minute it is placed in the ground and under such conditions is bound to be satisfactory.

Our record of direct shipments for some of our largest customers, made under a guarantee providing replacements of all roots that fail to sprout show less than 1% failures. Here we used our judgment and shipped the goods at proper planting time and we have every reason to believe that they reached the ground within very few days or a couple of weeks at most after they left our cellars. There is absolutely no reason why these same results cannot be obtained when goods are shipped direct from your place or sold over the counter.

PLEASE NOTE THESE POINTS

QUALITY

Our dahlias are all grown on fertile, sandy loam and we believe the roots we produce are of the very highest quality you can possibly obtain. Our roots are not over large in size as are those grown on clay and heavier soils and they are always clean, plump and fully matured and keep perfectly until planting season without rotting or shriveling.

SERVICE

We believe the service we give our customers is as near perfect as is humanly possible. Orders are filled promptly, roots are carefully inspected before packing and we pack in light, strong containers so they will reach you in perfect condition, yet without danger of injury in transit. We are equipped to put up roots in any special type of package required and to ship direct to customers under your own label if so desired.

INTEGRITY

We have been growing dahlias for many years and supply nearly all of the seed and nursery houses of national repute in the great midwest as well as florists and many nursery and seed houses in all parts of the United States. In all this time we have never yet received a complaint from any customer as to stock being of poor quality or not true to name. We try to impress on our customers the importance of considering this point of integrity of the grower when making connections for their supply.

PRICE

Our prices are based on the actual cost of production regardless of what other growers may charge for the same variety. These prices are the same to all customers under the same conditions and will not admit of any further reduction in any case.

RESERVATIONS

We are glad to book orders for stock to be reserved or held for shipment at a later date, without deposit or obligation on your part to take the stock so reserved, assuming of course that your reservation order is placed in good faith, and that you will look to us for such part of stock reserved as you may actually require in filling your orders.

Where full reservation has not been taken by May 1st, we assume that any balance remaining uncalled for at that time will not be required and that we are at liberty to release same to other customers after that date unless definitely instructed otherwise. Where we are holding stock to be shipped direct as ordered, reservations hold good until June 1st, after which date no orders can be filled.

The fact of a reservation order having been accepted does not imply acceptance of credit.

SMALL ORDERS

While we are pleased to receive small orders from those who may wish to try out our stock, or who may need some special items on which they are short or which may not be obtainable from their regular source of supply, we cannot accept orders for one or two roots only of each of an extended list of varieties. Remember, we do not accept retail orders and refer all retail customers to the regular retail trade.

CREDITS

If total order amounts to less than \$25.00, please do not ask us to extend credit because it is impracticable for us to obtain special credit reports on customers whose orders are for less than that amount. If total order amounts to more than \$25.00, credit will be granted only when we consider same justified by report from commercial agencies.

No roots will be sold on deferred or installment payment plan and no further credit will be granted to those whose accounts are in arrears.

EXCLUSIVELY WHOLESALE

We cater exclusively to the legitimate seed and nursery trade, and do not purposely send our prices and bulletins to any other person. Occasionally, however, these reach the hands of those who are not entitled to receive them. For the benefit of our customers, therefore, we wish to state that we do not consider a printed letterhead or business card as sufficient evidence of trade classification. If you are not listed in the regular trade directories, please send us a copy of your printed price list or other evidence that you are actually engaged in the business of selling stock in the seed, nursery or floral line.

ORDER EARLY

In spite of the fact that every element of cost that enters into our product is going up — labor, paper, boxes and packing material, fuel, taxes, etc.,—it will be noted that we have advanced prices on only a few items, while many others have been lowered considerably. We, therefore, urge our customers to get their reservation orders in early and thus greatly facilitate our handling of such orders during the shipping season.

NET GROWER'S PRICES FOR 1950

These prices apply only on orders for 10 or more roots of any variety. If less than 10 roots are ordered add 3c per root to cover additional cost of labelling and packing.

10% extra count is given in all cases—that is 11 for 10, 110 for 100, etc.,—except where roots are packed in special boxes or cartons ready for reshipment—to take care of any possible replacement claims and to help defray transportation charges. This extra count is figured on even multiples of ten only.

As packed for shipment roots weigh approximately 15 lbs. per hundred.

All our stock is absolutely dependable, field grown from roots—not plants—planted early, carefully rogued and fully matured before dug. Stored under ideal conditions, all roots are fresh and plump, carefully cut, trimmed and sorted by expert cutters—no haggling, no broken necks, no culls—every root with a good eye, full of vitality and sure to please your most exacting customers. No stunts, mosaic or diseased plants in our fields, and no junk or untried varieties in our list.

For individual wrapping and labelling add 1½c per root to prices given.

LARGE FLOWERING TYPES

(A) Art or Peony-flowered

(B) Ball or Show

(C) Cactus

(D) Decorative

Some varieties are short crop, other varieties are being withheld to increase stock, and still others were completely sold in the field before going to press. Such varieties are described as "out for this year" and while we are including them in our list this is done merely as a matter of record and under no condition can we supply even small quantities of them until another season.

At 5c Each

MIXED — Every year at planting time our third and last sorting of planting stock is thrown into one lot and planted as Mixed. This lot represents at least a few roots of almost every variety in our list of Large Flowering Dahlias, and because of the fact that there are such limited quantities of each of the many varieties represented no effort is made to reclaim these varieties at digging time. This mixture is undoubtedly the finest and most varied assortment of dahlias ever offered and should make a most attractive Special Bargain Offer feature for your catalog. If desired, we can pack these roots in lots of 6, 8 or 10 in a special corrugated slide box, size 6x6x2½ inches, at 4c per box extra.

At 7c Each

Aurore (A) Orange salmon
Camille Franchon (A) Red, lighter tip
Cleopatra (A) Dull gold
Geisha (A) Yellow and red
Perfect Beauty (A) Red and white
Sweetheart's Bouquet (A) Salmon rose and fawn
A. D. Livoni (B) Pink
Bonnie Blue (B) Bluish
Floral Park Jewel (B) Red tipped white
Lucy Fawcett (B) Yellow tinged rose
Mary Helen (B) Yellow
Maude Adams (B) White flushed pink
Mrs. C. D. Anderson (B) Crimson mauve
Purple Ball (B) Purple
Red Chief (B) Bright red
Schampel's Ball (B) Buff tipped white
Storm King (B) White
Stradella (B) Rose purple
Tillamook (B) Light pink
Vivian (B) White tipped purple
Yellow Duke (B) Yellow
Bertha Horne (C) Bronzy yellow
Bride's Bouquet (C) White
Celia (C) Lavender pink
Emily Russell (C) American Beauty red
J. H. Jackson (C) Maroon
Lawine (C) White tinged lavender
Libelle (C) Royal purple
Melody (C) Yellow, often tipped white
Perle de Lyon (C) White
Rene Cayeux (C) Brilliant red
Agnes Haviland (D) Rose pink and yellow
Aida (D) Maroon
Bogdanik's Red (D) Deep red from Czechoslovakia
Catherine Wilcox (D) Pinkish white tipped red
Countess of Pembroke (D) Lavender
C.P.R. (D) Cream overlaid purple
Darlene (D) Shell pink
Delice (D) Pink

D. M. Moore (D) Maroon, almost black
Doazon (or Big Gus) (D) Orange scarlet
Dr. Tevis (D) Salmon rose
Dorothy Sager (D) Salmon and orange.
E. T. Bedford (D) Purple tinged silver
Flamingo (D) Pink
Gallant Fox (D) Red
Mrs. J. Harrison Dick (D) Yellow and pink
Purity (D) White
Sanhican's Bluebird (D) Large bluish
Spirit of St. Louis (D) Large reddish purple
Yellow Colosse (D) Yellow

At 8c Each

Diana (A) Scarlet. This is the true Marean Diana
Etenard de Lyon (C) Lavender
Gay Paree (C) Golden bronze suffused red
Scaramouche (C) Large Indian red
Springfield (C) Red sport of Lonsdale
Avalon (D) Yellow
Bashful Giant (or Apricot Giant) (D) Apricot and amber
Ellinor VanderVeer (D) Glowing rose pink
Francis Larocto, Improved (D) Canary yellow
Harry Mayer (or Blue Moon) (D) Pale roselyn purple
Iowa (D) Maize tipped pink
Jean Kerr (D) White
Judge Alton B. Parker (D) Yellow buff
Le Toreador (D) Brilliant red
Margaret Woodrow Wilson (D) Creamy white suffused pink
Mina Burtle (D) Red
Mrs. I. de Ver Warner (D) Orchid lavender
Mrs. J. G. Cassatt (D) Dark pink
Pride of California (D) Red
Pride of Stratford (D) Best large red orange
Purple Manitou (D) Purple
Rosa Nell (D) Deep rose pink
Silver Sheen (D) Lavender
White President (D) White
Zion's Delight (D) Large deep red

At 10c Each

Charlotte Caldwell (B) Large orange
Barbara Redfern (D) Large gold and rose
Charlotte Alexander (D) White tipped red
Gertrude Brinton (D) Red
Hillcrest Mandarin (D) Large red and yellow
Laura Morris (D) Giant deep yellow
Monmouth Champion (D) Flame red
Nanaquaket (D) Large pink
Oyster Bay Beauty (D) Large oxblood red
Penn Charter (D) Buff tinted apricot
Robert Treat (D) American Beauty red
Rose Fallon (D) Giant old gold
Rose Glory (D) Rose lavender
Snowdrift (D) White
Starlight (D) Large bronzy yellow
Texas (D) Pink sport of Laura Morris
The Commodore (D) Huge canary yellow
White King (D) White
W.H.T. (D) Old rose

At 12c Each

Roycroft (C) Russet buff
Blue River (D) Huge bluish
City of Cleveland (D) Large orange suffused red
Clara Carder (D) Large cyclamen pink
Jane Cowl (D) Bronzy buff and salmon
Jersey's Beacon (D) Scarlet and buff
Jersey's Beauty (D) Pink
Kemp's White Wonder (D) Large white
Kentucky (D) Salmon sport of Jersey's Beauty
Marshall's Pink (Marie) (D) Light pink
Mrs. Geo. Le Boutillier (D) Huge red
Omar Khayyam (D) Large red and orange
Oriental Glory (D) Cadmium orange
Purple Fluffy Ruffles (D) Purple
Sagamore (D) Apricot buff
Wm. H. Hogan (D) Large red and white bi-color
Zadig (D) Golden buff

At 15c Each

Miss Belgium (C) Coral
Star of Bethlehem (C) White
Arcturus (D) Scarlet and gold
Autumn Sunset (D) Large yellow tinted red
Delwood's Glorious (D) Deep pink
Detroitter (D) Rich red
Eleanor Radell (D) Rose pink
Girl of Hillcrest (D) Golden buff
Gov. Heil (D) Orange
Hillcrest Sunset (D) Autumn shade
Hunt's Velvet Wonder (D) Large purple
Jersey's Sovereign (D) Salmon orange
Jimmy Foxx (D) Henna
Kathleen Norris (D) Pink
Kilgore's King (D) Large yellow shaded pink
King Alfred (D) Red with light reverse
Robert Scott (D) Autumn shade

Sharazad (D) Pink

Thomas A. Edison (D) Royal purple

At 20c Each

Jean Trimbee (C) Petunia violet
Son of Satan (C) Huge red
Betty Zane (D) Large pink
California Idol (D) Large light yellow
Commando (D) Large lavender
D-Day (D) Pink
Dwight W. Morrow (D) Dark Red
Jersey's White Beauty (D) White
Kentucky Sportsman (D) Yellow tipped white
Kilgore's Purple (D) Purple
Michigan White (D) White
Miss Oakland (D) White
Montebello (D) Violet crimson
Mrs. W. Keene (D) Yellow
Pink Profusion (D) Pink
Red Sunset (D) Red
Twilight (D) Pinkish lavender
Wotana (D) Orange
Wm. G. Wyllie (D) Large yellow, buff and pink
Zant's Pink (D) Dark pink
Zant's White (D) White

At 25c Each

All American (C) Mulberry rose and yellow
Amelia Earhart (C) Autumn shade
Top Flight (C) Bright red
Alice May (D) White
Burch Foraker (D) Mammoth flame red
Carl G. Dahl (D) Large apricot and buff
Col Lewis (D) Large deep pink
Daddy Kemp (D) Large reddish purple
D'Arcy Sainsbury (D) White
Dixie's Wine Dot (D) White flecked purple
Dream Beauty (D) Cerise striped white
Everybody's Favorite (D) Large lavender pink
Exquisite (D) White tinged lavender
Five Star General (D) Pink and yellow
George A. Relyea (D) Orange tipped white
Glamour (D) Large purple
Incandescent (D) Bronzy yellow and pink
Kemp's Great Eastern (D) Huge orange gold
Kemp's Monarch (D) Reddish orange
Kemp's Glamorous (D) Large yellow and pink
Link's Gorgeous (D) Yellow overlaid pink
Lois Walcher (D) Purple tipped white
Lord of Autumn (D) Huge yellow
Maffie (D) Red
Margrace (D) Huge red and yellow
Massasoit (D) Pink
Monarch of the East (D) Huge golden buff
Mrs. Thomas Edison (D) Red with lighter reverse
Norma Morton (D) Yellow suffused garnet
Premier's Winsome (D) Soft pink
Oakleigh Monarch (D) Large cerise red
Robert Ripley (D) Large lavender purple
Sheldon's Louise (D) Large reddish purple
Silver Lady (D) White suffused lavender
Victory (D) Large salmon pink

Pompons

Our stock of Pompons last year was sold so short that our planting of this type was very limited this year; and owing to the fact that it is almost impossible to obtain absolutely clean stock from any source, we are listing only such varieties this year as appear to be in sufficient supply to make it worthwhile to offer them. No reservation orders can be accepted on this type, and orders will be accepted and filled in rotation as received only so long as stock lasts. When our own stock is exhausted no further orders can be taken.

At 10c Each

Amber Queen (P) Apricot and amber
Bobby (P) Plum
Dee Dee (P) Lavender
Darksome (P) Maroon
Edith Mueller (P) Gold edged orange
Fascination (P) Pink
Jonkheer C. Van Sitters (P) Yellow
tipped orange
Johnny (P) Red
Mary Munns (P) Lavender
Morning Mist (P) White suffused
lavender
Phyllis (P) Purple
Rosalie (P) White suffused pansy
purple
Rosa Wilmouth (P) Pink
Spy (P) Bright red
Sunbeam (P) Red with yellow base
Yellow Gem (P) Yellow

Miniatures

As yet we are not very large growers of this type and most of the varieties we list can be supplied in limited quantities only.

At 10c Each

Baby Royal (M) Salmon pink
Blue Eyes (M) Bluish
Buckeye Baby (M) Golden buff
Corinna (M) Deep yellow
Diana Jean (M) Light yellow
Fairy (M) Tiny Jersey's Beauty pink
Orchid Lady (M) Orchid lavender
Princess Alba (M) White
Sylvia (M) Cherry red

A. D. Livoni was first offered by Storrs and Harrison in 1890, Jean Kerr by Burpee in 1915, Mrs. I. de Ver Warner by Marean in 1920 and Jersey's Beauty by Waite in 1923. While probably more than 10,000 other dahlias have been introduced to the public since Livoni first made its appearance, and while the four dahlias we have mentioned are from twenty-five to sixty years old yet they are still the most popular dahlias in the world and undoubtedly more roots of these four varieties are sold every year than of all the rest of the 10,000 other dahlias. Thus you can see that it is not the newness of the variety that makes it sell but its real merit which is permanent regardless of its age. Our list includes the most meritorious varieties of both old and new introductions and we think if you read it over you will find it provides about everything you need to keep your own list strictly up-to-date.

Wrapped Dahlias

FOR COUNTER TRADE

1950 ASSORTMENT

100 Roots, not less than ten good varieties, which should sell for 25c, 35c and 50c each, every root wrapped and labelled (Order 1950 Assortment) - \$10.00

All stock in this assortment is strictly high class and in order to enable you to guarantee same to your customers, we give 10% extra count to take care of any replacement claims. A liberal supply of cultural leaflets and such advertising matter as may be available will be included with each assortment.

Get Your Reservation Order In Now

Stock to be Shipped When Needed

Wayland Dahlia Gardens

Largest Dahlia Growers In The World

E. R. & H. M. Ryno, Props.

WAYLAND

MICHIGAN

BOXED DAHLIAS For Counter Trade

Again Available



Again, for the first time since the war, we are offering our Blue Label Dahlias packed in beautiful colored boxes for Counter Trade. This item is one of the best selling and most profitable lines of merchandise on the market, and we have been flooded with demands from our hundreds of customers for the same boxes which went over so hot when they were last available. While quantities will still be somewhat limited we hope our supply of this popular item will be sufficient to meet your requirements.

Our offering this year will include the following:

SERIES A—6 roots of large-flowering dahlias, assorted types and colors, not labeled individually, packed in box with black and white label. Retails for \$1.00 per box. Price to you **\$4.00** per case of 12 boxes (**33 $\frac{1}{3}$ c** per box).

SERIES B—6 roots of large-flowering dahlias, 1 art type, 1 ball type, 1 cactus type and 3 decorative type; each root wrapped and labeled individually; packed in box with 4-color label. Retails for \$1.50 per box. Price to you **\$6.00** per case of 12 boxes (**50c** per box).

SERIES E—6 roots of giant-flowering dahlias all decorative type, each root wrapped and labeled individually, packed in box with 4-color label. Retails for \$2.50 per box. Price to you **\$9.00** per case of 12 boxes (**75c** per box).

As to the list of varieties to be used in Series B and E, we must necessarily reserve the right to use such varieties as are available, but we promise that in all cases strictly first class varieties will be included with special attention being given to the proper blending of forms and colors to insure perfect satisfaction among all of your customers.

SERIES H. R.—5 super-giant Honor Roll dahlias, packed each root in an individual box, 5 boxes in a collection to retail at \$1.00 per root or \$3.75 per collection. Each collection packed under 4-color label and priced to you at **\$12.00** per case of 12 collections (**\$1.00** per collection).

As we stated on page 2 we are including in this Series several of Zant's new productions which have never before been offered to the public. We shall have two numbers in this Series made up from the following varieties:

H. R. 1

Zant's Red Monarch
Zant's Pink Giant
California Idol
Zant's White Giant
Twilight

H. R. 2

Zant's Red Beauty
Zant's Pink Beauty
Zant's Bronze Giant
Miss Oakland
Zant's Purple Beauty

If you have customers who want super giant dahlias with 12 to 15 inch blooms which will be outstanding in both the garden and the show-room, these are those.

WAYLAND DAHLIA GARDENS, WAYLAND, MICH.

Get Your Reservation Order In Early

While our list is very complete this year, planting is still somewhat limited and stock will not be sufficient to meet normal requirements in full. We, therefore, urge all of our customers to estimate their wants and advise us as early as possible so we can enter their Reservation Orders to cover their needs for the season of 1950. After our crop is booked up we cannot accept any further orders this year. To avoid disappointment send us your order without delay.

WAYLAND DAHLIA GARDENS

Wayland

Michigan

Terms and Conditions

Not less than 10 roots of any variety will be supplied at the prices quoted in this list, and no wholesale orders will be accepted from parties not actually engaged in the florist or seed and nursery trade.

Boxed Dahlia Collections are packed in cases of 12 boxes and no broken cases can be supplied.

While we seldom fail to complete accepted orders, we reserve the right to omit any part of order where unexpected or unavoidable shortage of any variety occurs.

We do not substitute unless specifically instructed to do so.

With our Boxed Dahlias we reserve the right to substitute equal or better varieties in same type and color, in any collection, in case an unexpected shortage of any variety occurs. Where such substitution is made label will be altered accordingly so it will at all times show exact contents.

All orders shipped at purchaser's expense and risk, and although we exercise every precaution to pack roots safely against freezing, we do not guarantee against damage in transit.

All shipments bear Certificate of Inspection issued by our State Department of Agriculture; but it is distinctly understood that customers must assume all risk in regard to the entomological requirements of their respective states.

Always state time and mode of shipment, otherwise we will use our best judgment, but without assuming any responsibility in the matter.

No extra charge made for packing and delivery to carrier, except where roots are put up in special packages for resale.

Claims for rejections, errors or omissions must be made within ten days after arrival of goods.

GUARANTEE — While we exercise the greatest care to have all stock true to label, and hold ourselves prepared to replace, on proper proof, all that may prove untrue, we do not give any warranty, expressed or implied, and in case of any error on our part, it is mutually agreed between the purchaser and ourselves that we shall not at any time be held responsible for a greater amount than the original purchase price of the stock.

TERMS — Unknown persons should send either cash in full or 25% with order, balance C.O.D. Parties whose credit is approved may order roots shipped any time after Dec. 1st and invoice for same will be made payable the 10th of the second month following date of shipment. No goods can be shipped on open account where amount of order is less than \$25.

REFERENCE — As to our responsibility, we refer to the Commercial Agencies or the Wayland State Bank, Wayland, Michigan.

Wayland Dahlia Gardens, Wayland, Michigan